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QUESTION 1

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Remove nonessential data for marketing purposes.
- B. Identify and assign appropriate keys to tie records together.
- C. Normalize data and fields to prevent redundancy.
- D. Ensure all available data is included.
- E. Ensure every data source has a sendable field.

Correct Answer: ABC

QUESTION 2

Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue? Choose 2 answers

- A. Create Support Case
- B. Failed Sends
- C. Help and Training
- D. System Status

Correct Answer: CD

QUESTION 3

Which three options determine when a contact could enter a journey? Choose 3 answers.

- A. Re-entry at any time
- B. Re-entry by attribute
- C. Re-entry by date
- D. No re-entry
- E. Re-entry only after exiting

Correct Answer: ADE

QUESTION 4

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. CSV download of bounce data in My Tracking
- B. Automation Studio Tracking Extract
- C. Automation Studio Query Activity
- D. Discover Deliverability Complaint Rate Report

Correct Answer: B

QUESTION 5

Northern Trail Outfitters to bring subscriber data from its data warehouse into Marketing Cloud.

Which two fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house this data? Choose 2 answers

- A. Number
- B. Text
- C. Boolean
- D. Decimal

Correct Answer: AB

QUESTION 6

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account

Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key
- C. Unique Contact email address
- D. Subscriber ID

Correct Answer: B

QUESTION 7

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- A. Contact Builder > Synchronized Data Extensions
- B. Automation Studio > File Transfers
- C. Contact Builder > Data Sources
- D. Email Studio > Synchronized Data Extensions

Correct Answer: C

QUESTION 8

Northern Trail Outfitters (NTO) Is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

Correct Answer: A

QUESTION 9

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase.

Which feature should be used to create a survey form?

- A. MobileConnect
- B. Content Builder
- C. Smart Capture
- D. Profile Center

Correct Answer: C

QUESTION 10

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account? Choose 2 answers

- A. Upon receiving an email, all tracked links start with click.email.nto.com
- B. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nto.com
- D. Users receive Marketing Cloud password reset emails from help@email.nto.com

Correct Answer: AC

QUESTION 11

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage? Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Run Once schedule type
- D. Winner evaluation

Correct Answer: CD

QUESTION 12

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications? Choose 2 answers

- A. Define a Sender Profile.
- B. Define a Subscriber -specific From Name.
- C. Define custom Reply Mail Management.
- D. Define a Delivery Profile.

Correct Answer: AD

QUESTION 13

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units. How would the admin assign users to the business units?

- A. Give permissions to users at top-level account to assign their own business units.
- B. Search for the individual user, select their name, and click Manage Business Units.
- C. Search for the individual user, select their name and click Edit Business Units.
- D. Re-import the users to update their assigned business units

Correct Answer: D

QUESTION 14

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant? Choose 3 answers

- A. Creating users and assigning roles which meet their job functions
- B. Creating a SMS message and sending a mobile campaign
- C. Classifying sends and defining parameters for email sends
- D. Building the data structure used to store audience information
- E. Importing data into contacts using the Data Loader

Correct Answer: ACD

QUESTION 15

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.

What issue could the admin be facing?

- A. Keyword is used within another business unit
- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

Correct Answer: A

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